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- Notes : 1. All the **five** questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the principles of Direction. **8**
b) Define communication and explain the process of communication. **8**

OR

- c) State the meaning of communication and write essentials of organizational communication. **16**
2. a) Define Leadership and write importance of Leadership. **8**
b) What do you mean by Leadership style? **8**

OR

- c) Write the importance of Motivation. And explain Douglas McGregor's Theory 'X' and Theory 'Y'. **16**
3. a) What do you mean by co-ordination. Explain the Techniques of Co-ordination. **8**
b) What is control? Explain the need of control. **8**

OR

- c) Define control and explain the steps of control process. **16**
4. a) Define Business Ethics and explain its features. **8**
b) Explain the concept of Event management and state its importance. **8**

OR

- c) Explain the causes of resistance of organizational change and mention the remedies on it. **16**
5. Write short answer on.
a) Process of communication. **4**
b) Herzberg's two factor theory of motivation. **4**
c) Need of co-ordination. **4**
d) Social Responsibility of management. **4**
